

# LUX FORUMS

12 November | TOKYO

08:30-  
09:00

## *Welcome & Coffee Networking*

09:00-  
09:50

## **The Future of Carbon — and What Innovation Leaders Should Do About It**

As the energy transition unfolds, the supply of fossil-based raw material inputs will dwindle — but the world will still need carbon to make chemicals, plastics, and other physical goods. Where will it all come from? Defossilization is driving strategies in renewable raw material inputs like biomass, captured CO<sub>2</sub>, and recycled plastics to transform industry inputs.

Companies fear that if they scale renewable routes too early, they will be at a disadvantage. However, acting too late could leave them behind peers who develop supply chains better fit to the future landscape.

How should companies make their bets on the future of chemicals production? If the raw material inputs change, will the product outputs change as well? And when should companies engage with emerging solutions? This presentation will address these questions and provide a guidepost for making decisions about a defossilized future.

### **SPEAKERS:**



**Kristin Marshall**  
Associate Research  
Director at Lux Research



**Mukunda Kaushik**  
Senior Analyst at Lux  
Research

09:50-  
10:30

## **Picking the Right Path to Decarbonize: The Lux Decarbonization Radar**

To meet upcoming decarbonization targets, companies must identify technologies that can help them decarbonize in the near term while continuing to invest in options that have longer-term potential. Leaders need to evaluate not only emissions reduction potential but assess the challenges of deploying and integrating new technologies into existing large-scale industrial facilities.

This session presents the Lux Decarbonization Radar — a framework that categorizes decarbonization technologies based on their adaptability to existing industrial processes. It then applies the framework to decarbonization strategies for chemicals production and highlights implications for defossilization.

### **SPEAKERS:**



**Tiffany Hua**  
Analyst at Lux Research



**Marcian Lee**  
Analyst at Lux Research

10:30-  
11:00

## *Networking Break*

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11:00-  
11:30

## Accelerating Human-Centric Innovation in Defossilization with Lux Research

*Making use of Lux Research Virtual Research Assistant and Lux Lists to Enable Innovation Teams.*

To meet the challenges of defossilization, innovation leaders in manufacturing must move quickly and be on the cutting edge. Lux has created the Virtual Research Assistant Luxer and Lux Lists of top innovators, built on research methodologies refined over the last 20 years, which are designed to provide real-time insight and speed progress throughout the entire innovation process. This session highlights the impact of these capabilities and shows how leading organizations are incorporating them into their workflows to save precious time and rapidly separate signals from the noise. Attendees will leave with a strong understanding of how to use the Virtual Research Assistant to accelerate their innovation journey

SPEAKERS:



**Yuan-Sheng Yu**

*Managing Director,  
Research at Lux Research*

11:30-  
12:00

## Fireside Chat: Defossilizing Industry — Insights from Industry Leaders

Evolving an innovation team to find opportunities for defossilization requires not just learning new technologies but also new skills, frameworks, and methodologies to deliver both incremental advances and transformational new opportunities. An innovation executive at a company in Lux's network will sit down with Lux to discuss how they are transforming their team and their innovation frameworks, and how they are making use of Lux to do so.

SPEAKERS:



**Kristin Marshall**

*Associate Research  
Director at Lux Research*



**TBD**

*Title*

12:00-  
12:15

## Wrap Up and Next Steps

SPEAKERS:



**Kristin Marshall**

*Associate Research  
Director at Lux Research*



**Yuan-Sheng Yu**

*Managing Director,  
Research at Lux Research*

12:15-  
14:00

## Networking Lunch